



Prospecting campaign for TRANSAVIA TAKES OFF

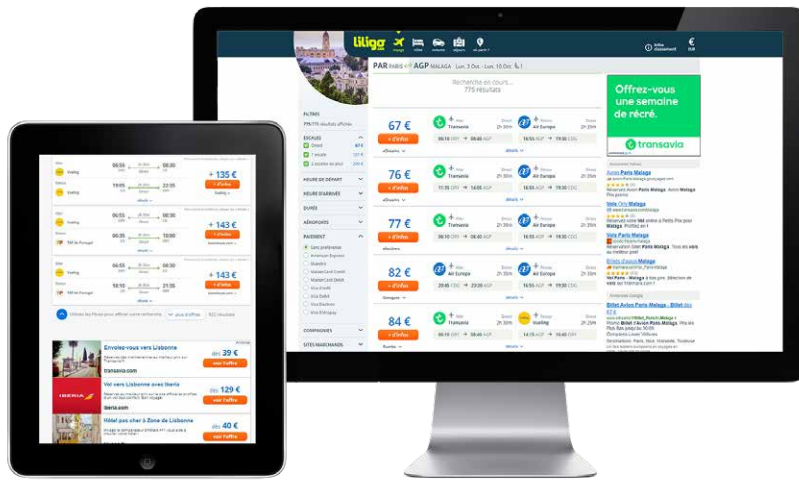
travel audience was approached with the task of generating incremental bookings for the European airline Transavia by their French agency KR MEDIA (part of Group M). The world's leading data-driven travel advertising platform launched an advanced prospecting campaign in their premium display advertising channel and in their extensive Premium Publisher Network for the French market.

During the 4-month pilot campaign, travel audience was not only able to achieve the airline's ambitious cost-per-booking targets but also outperform competing trading desks. As a result, the partnership has been extended.

The project

travel audience partnered with Transavia and their agency KR Media for a 4-month test campaign (running from September through December 2016). The overall goal was to expand the airline's reach and generate incremental bookings on their routes operated out of France.

The generated revenue was closely tracked against a detailed cost per booking calculation. This was based on post-click conversions and taking into consideration the option of multiple ticket purchases in one booking.

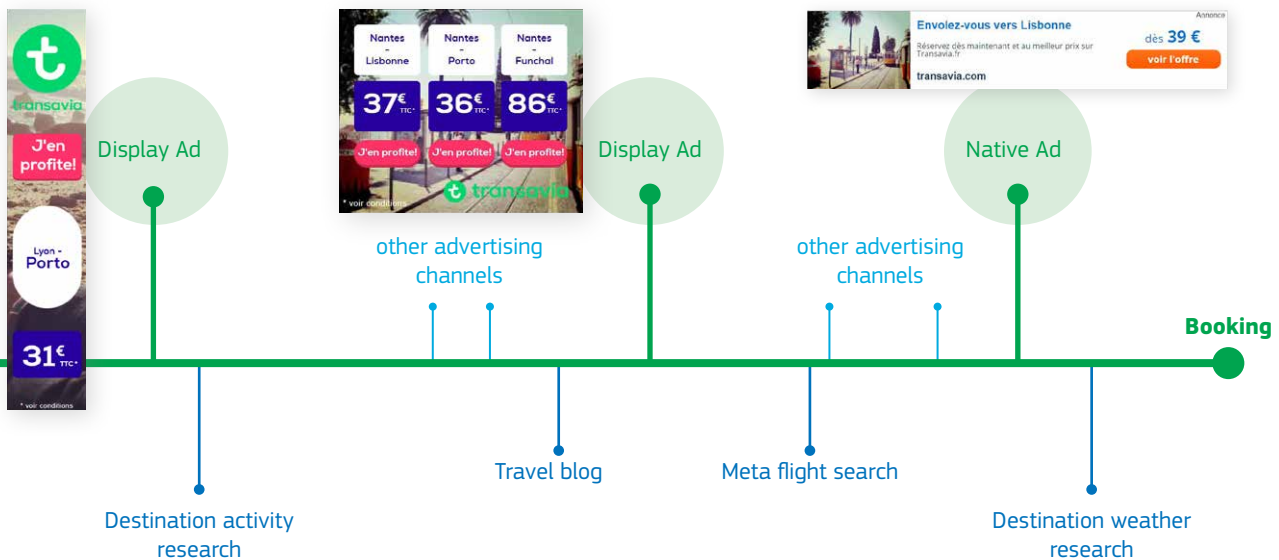


How did travel audience go about this?

In order to identify the most desirable customers for Transavia, the data-driven travel advertising platform implemented a pixel on the airline's website to analyze the existing traffic. Travel audience gained valuable insights into both converting and non-converting users for Transavia. Based on this data, travel audience created a lookalike audience of new customers with similar qualities and compared them to users in their Premium Publisher Network.

The prospecting campaign was split into two streams. Contextualized native ads promoting the relevant Transavia routes were shown to the identified audiences across a network of over 60 French partner websites, including meta search engines, OTAs and travel content publishers, which make up the exclusive Premium Publisher Network. Each ad was designed to seamlessly integrate into the look and feel of each publisher's site to maximize its effectiveness and success.

The key findings from the Premium Publisher Network campaign were then continuously applied to the second stream of the campaign, the programmatic premium display arm of travel audience, who has created its own demand-side-platform, providing end-to-end data-driven advertising solutions to its partners from the travel industry. The programmatic campaign featured dynamic display banners for Transavia's routes, which yielded above industry-average click and conversion rates. What contributed to the banners' success was the fact that they featured origin-and-destination targeting with near real-time pricing, which were powered through an API and increased the relevance for the targeted audiences. As with any programmatic prospecting campaign, the employed algorithm increased in effectiveness as the partnership progressed, and more data was collected and applied to the campaign.



The result

Building on the synergies between the two campaign channels, programmatic premium display advertising and the contextualized Native Ads, the targeting and placements were continually optimized to ensure a constant increase in ROI. This enabled travel audience to hit Transavia's desired cost per booking – in fact, they were delighted to learn that their program had yielded the best results out of all competing trading desks commissioned by KR Media.

The initial 4-month test campaign has been extended into a permanent campaign. Working in tandem, KR MEDIA and travel audience already have expanded the reach of the campaign and generating more business for Transavia. The amount of bookings has increased by 44% in the first three quarters of 2017, while always keeping a close eye on the effective cost per booking.



Fanny James

Online Acquisition Manager at Transavia, is enthusiastic to share:

"We have built a strong partnership with travel audience throughout this one year collaboration. travel audience enables our brand to reach our active targets and generate incremental sales. By working on day to day acquisition campaign they contribute to help us growing on the French market".



Jordan Coutault

Account Director at KR MEDIA, is very pleased with the pilot campaign:

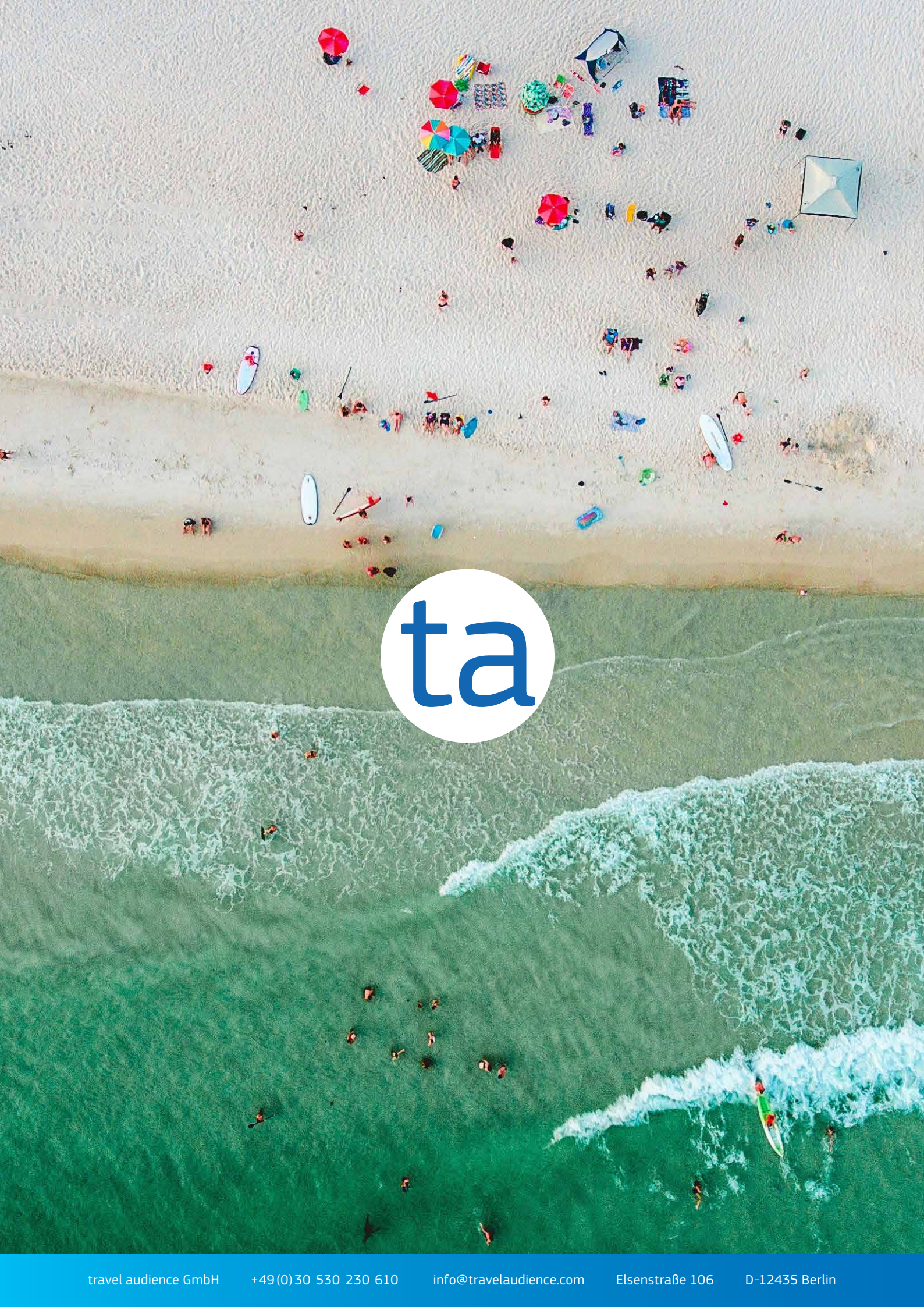
"It has been a pleasure to collaborate with the team at travel audience. They share our mission of providing the best possible service and results to the client and were able to provide valuable insights throughout the campaign, especially during the initial learning phase of the programmatic campaign portion. Out of all the different media partners we tasked with this prospecting campaign, the travel audience platform is one of the best performers, hitting the client's ambitious ROI goal and allowing us to continue running this campaign."



Arnaud Valion

Head of Sales Europe at travel audience, agrees:

"We have been thrilled to support such an innovative and customer-oriented partner as KR MEDIA in achieving their client's goals with this campaign. Through the successful combination of advanced targeting, programmatic advertising and our strong local Premium Publisher Network, we were able to deliver the desired results – hitting the financial goals for the airline. We look forward to continue this successful campaign with KR MEDIA and Transavia, and are ready to tackle new challenges and lines of business with them in the future!"



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